## AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application.

## Listing of Claims:

1.      (Original)  A computer-implemented method for marketing products which are purchased and sold by dealers and are provided by suppliers, comprising the steps of:

collecting inventory information on a recurring basis for each of a plurality of product classes from each of a plurality of said dealers,

for each said dealer, determining a current demand for one or more of said product classes based on said dealer inventory information and an inventory profile of said dealer,

aggregating said demands respectively for said product classes,

for each of said product classes, comparing the corresponding demands to a threshold set of values for determining the ones of said product classes which have said demand exceeding said threshold values,

obtaining from said suppliers information identifying a supply of said products available for sale for each of said determined product classes,

designating a market for each of said determined ones of said product classes, and

for each said market, notifying the ones of said dealers who have a demand for the product class of the market.

2.      (Previously Presented)  A computer-implemented method for marketing products as recited in Claim 1 further including a step of comparing the supply for each of said determined product classes to a respective threshold value, wherein designating a market comprises designating a market for only those determined product classes which exceed the supply threshold values.

3.    (Previously Presented)  A computer-implemented method for marketing products as recited in Claim 1 wherein said step of designating a market comprises designating a plurality of markets for said product classes.

4.    (Original)  A computer-implemented method for marketing products as recited in Claim 1 including a step of offering the units of said supply of products for each said designated market to the dealers who have demand for the corresponding product class.

5.    (Original)  A computer-implemented method for marketing products as recited in Claim 1 wherein said inventory profile is defined by the corresponding dealer.

6.    (Original)  A computer-implemented method for marketing products as recited in Claim 1 wherein said inventory profile is based on a sales history of the corresponding dealer.

7.    (Original)  A computer-implemented method for marketing products as recited in Claim 1 wherein said step of collecting inventory information is performed on a periodic time basis.

8.    (Original)  A computer-implemented method for marketing products as recited in Claim 1 wherein said suppliers include dealers who have products in inventory which the dealer has deemed to be for sale at wholesale.

9.    (Original)  A computer-implemented method for marketing products as recited in Claim 1 wherein said products are used automobiles.

10.    (Original)  A computer-implemented method for marketing products as recited in Claim 1 wherein said suppliers include automobile lease companies.

11.    (Original)  A computer-implemented method for marketing products which are purchased and sold by dealers and are provided by suppliers, comprising the steps of:

collecting inventory information on a recurring basis for each of a plurality of product classes from each of a plurality of said dealers,

collecting supply information from said suppliers for a plurality of said product classes,

for each said dealer, determining a current demand for one or more of said product classes based on said dealer inventory information and an inventory profile of said dealer,

aggregating said demands respectively for said product classes,

for each of said product classes, comparing the corresponding supply and demand to a threshold set of values for determining the ones of said product classes which have said supply and said demand exceeding said threshold values,

designating a market for each of said determined ones of said product classes, and

for each said market, notifying the ones of said dealers who have said demand for the product class of the market.

12.    (Previously Presented)  A computer-implemented method for marketing products as recited in Claim 11 wherein said step of designating a market comprises designating a plurality of markets for said product classes.

13.    (Original)  A computer-implemented method for marketing products as recited in Claim 11 including a step of offering the units of said supply of products for each said designated market to the dealers who have demand for the corresponding product class.

14.    (Original)  A computer-implemented method for marketing products as recited in Claim 11 wherein said inventory profile is defined by the corresponding dealer.

15.    (Original)  A computer-implemented method for marketing products as recited in Claim 11 wherein said inventory profile is based on a sales history of the corresponding dealer.

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16.    (Original)  A computer-implemented method for marketing products as recited in Claim 11 wherein said suppliers include dealers who have products in inventory which the dealer has deemed to be for sale at wholesale.

17.    (Original)  A computer-implemented method for marketing products as recited in Claim 11 wherein said products are used automobiles.

18.    (Original)  A computer-implemented method for marketing products as recited in Claim 11 wherein said suppliers include automobile lease companies.

19.    (Original)  A computer-implemented method for marketing products as recited in Claim 11 wherein said step of collecting inventory information is performed on a periodic time basis.

20.    (Currently Amended)  A computer-implemented method for marketing products, comprising the steps of:

collecting inventory information from each of a plurality of buyers;

determining a current product demand for each buyer based on a desired inventory profile for that buyer and collected inventory information for that buyer, wherein said desired inventory profile for a given buyer is based on sales history for that buyer;

identifying, from at least one supplier, an available supply of product which matches at least a portion of the current product demand determined for at least one buyer; and

notifying at least a portion of the plurality of buyers which have a current product demand which corresponds to said available supply of product of the availability of said available supply of product.

21.    (Previously Presented)  The computer-implemented method of claim 20, wherein:

the collecting, determining, identifying and notifying steps are repeated on a periodic basis to provide an ongoing marketing system.

22.     (Previously Presented)  The computer-implemented method of claim 20, further comprising the step of,

aggregating current product demand from each buyer to form a total current product demand for said plurality of buyers.

23.     (Previously Presented)  The computer-implemented method of claim 22, further comprising the step of,

determining a current supply of products from a plurality of suppliers and aggregating current supply of products from each supplier to form a total available supply of products for said plurality of suppliers.

24.     (Previously Presented)  The computer-implemented method of claim 20, wherein the step of collecting inventory information from each of a plurality of buyers, includes collecting inventory information for each of a plurality of products from each of a plurality of buyers.

25.     (Previously Presented)  The computer-implemented method of claim 24, wherein the step of determining a current product demand for each buyer, includes determining a current product demand for each one of said plurality of products for each buyer.

26.     (Previously Presented)  The computer-implemented method of claim 25, wherein said current product demand for each one of said plurality of products for each buyer is based on at least one factor selected from the group consisting of current inventory information, buyer sales history, and a manual indication by the buyer.

27.     (Previously Presented)  The computer-implemented method of claim 25, further comprising the steps of:

comparing said current product demand for each one of said plurality of products to corresponding predetermined demand thresholds, and

notifying buyers of the availability of said supply of product for specific ones of said plurality of products the demand for which exceeds said corresponding predetermined demand threshold.

28.     (Previously Presented)  The computer-implemented method of claim 20, wherein said desired inventory profile for a given buyer is defined manually by that buyer.

29.     (Cancelled)

30.     (Previously Presented)  The computer-implemented method of claim 20, further comprising the step of determining for each buyer, products for which the buyer is a supplier, based on a desired inventory profile for that buyer.

31.     (Cancelled)

32.     (Cancelled)

33.     (Previously Presented)  A computer-implemented method for marketing products, comprising the steps of:
collecting inventory information for each of a plurality of products from each of a plurality of buyers;
determining a current product demand for each one of said plurality of products for each one of said plurality of buyers based on a desired inventory profile for such buyer and collected inventory information for such buyer;
determining an available supply of products for each of a plurality of products from each of a plurality of suppliers;
based on the current product demand for at least a portion of said plurality of products for at least a portion of a plurality of buyers, and based on the available supply of products from at least a portion of said plurality of suppliers, identifying at least one supplier having an available supply of product which matches at least a portion of the current product demand determined for at least one buyer; and

notifying said at least one buyer of the availability of said available supply of product.

34.    (New)  A computer-implemented method for marketing products, comprising the steps of:

collecting inventory information from each of a plurality of buyers;

determining a current product demand for each buyer based on a desired inventory profile for that buyer and collected inventory information for that buyer;

aggregating current product demand from each buyer to form a total current product demand for said plurality of buyers;

identifying, from at least one supplier, an available supply of product which matches at least a portion of the current product demand determined for at least one buyer; and

notifying at least a portion of the plurality of buyers which have a current product demand which corresponds to said available supply of product of the availability of said available supply of product.

35.    (New)  The computer-implemented method of claim 34, further comprising the step of:

determining a current supply of products from a plurality of suppliers and aggregating current supply of products from each supplier to form a total available supply of products for said plurality of suppliers.

36.    (New)  A computer-implemented method for marketing products, comprising the steps of:

collecting inventory information from each of a plurality of buyers, said inventory information including inventory information for each of a plurality of products from each of the plurality of buyers;

determining a current product demand for each buyer based on a desired inventory profile for that buyer and collected inventory information for that buyer, the current

product demand for each buyer including a current product demand for each one of said plurality of products;

identifying, from at least one supplier, an available supply of product which matches at least a portion of the current product demand determined for at least one buyer;

comparing said current product demand for each one of said plurality of products to corresponding predetermined demand thresholds; and

notifying at least a portion of the plurality of buyers which have a current product demand which corresponds to said available supply of product of the availability of said available supply of product for specific ones of said plurality of products the demand for which exceeds said corresponding predetermined demand threshold.

37. (New) A computer readable medium encoded with a computer program implementing the steps of:

collecting inventory information on a recurring basis for each of a plurality of product classes from each of a plurality of said dealers,

for each said dealer, determining a current demand for one or more of said product classes based on said dealer inventory information and an inventory profile of said dealer,

aggregating said demands respectively for said product classes,

for each of said product classes, comparing the corresponding demands to a threshold set of values for determining the ones of said product classes which have said demand exceeding said threshold values,

obtaining from said suppliers information identifying a supply of said products available for sale for each of said determined product classes,

designating a market for each of said determined ones of said product classes, and

for each said market, notifying the ones of said dealers who have a demand for the product class of the market.

38. (New) A computer readable medium encoded with a computer program implementing the steps of:

collecting inventory information on a recurring basis for each of a plurality of product classes from each of a plurality of said dealers,

collecting supply information from said suppliers for a plurality of said product classes,

for each said dealer, determining a current demand for one or more of said product classes based on said dealer inventory information and an inventory profile of said dealer,

aggregating said demands respectively for said product classes,

for each of said product classes, comparing the corresponding supply and demand to a threshold set of values for determining the ones of said product classes which have said supply and said demand exceeding said threshold values,

designating a market for each of said determined ones of said product classes, and

for each said market, notifying the ones of said dealers who have said demand for the product class of the market.

39.     (New) A computer readable medium encoded with a computer program implementing the steps of:

collecting inventory information from each of a plurality of buyers;

determining a current product demand for each buyer based on a desired inventory profile for that buyer and collected inventory information for that buyer, wherein said desired inventory profile for a given buyer is based on sales history for that buyer;

identifying, from at least one supplier, an available supply of product which matches at least a portion of the current product demand determined for at least one buyer; and

notifying at least a portion of the plurality of buyers which have a current product demand which corresponds to said available supply of product of the availability of said available supply of product.